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## CLAIMS

What is claimed is:

1. A method for selling a good or service to a customer while providing entertainment to that customer, said method comprising the steps of:
  - 5 issuing to said customer at least one initial offer price having an initial price for a product or service;  
receiving a choice input from said customer to either accept the offer and make a purchase of the product or service at the offered price, or to play for a lower price and greater discount;  
10 responsive to receiving a choice to play for a lower price, issuing an incrementally discounted price until the customer chooses to purchase the product or until play is terminated, which ever occurs first.
2. The method as set forth in Claim 1 further comprising the step of allowing the customer to purchase the product at a full price upon termination of play.
- 15 3. The method as set forth in Claim 1 wherein said play is randomly terminated by use of a random chance device.
4. The method as set forth in Claim 1 wherein said incremental discount is set randomly within predetermined bounds.
5. The method as set forth in Claim 1 wherein said step of issuing an incrementally  
20 discounted price comprises the steps of:

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issuing a question to said customer;  
receiving an answer from said customer in response to said question;  
responsive to receipt of a correct answer, offering said customer a choice  
to continue to play for further discounts, or otherwise, terminating  
5 play in response to an incorrect answer.

6. A computer readable medium containing program code for selling a good or service to a customer while providing entertainment to that customer, said program code when executed by a computer causing the computer to perform the steps of:

10 issuing to said customer at least one initial offer price having an initial discount price;

receiving a choice input from said customer to either purchase the product at the offered price or to play for a lower price and greater discount;

15 responsive to receiving a choice to play for a lower price, issuing an incrementally discounted price until the customer chooses to purchase the product or until play is terminated, which ever occurs first.

7. The computer readable medium as set forth in Claim 6 further comprising program code for allowing the customer to purchase the product at a full price upon termination of play.

20 8. The computer readable medium as set forth in Claim 6 further comprising

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program code for randomly terminating play by use of a random number generator

9. The computer readable medium as set forth in Claim 6 wherein said program code for issuing incrementally discounted offer prices is adapted to randomly set each incremental discount within predetermined bounds.

5 10. The computer readable medium as set forth in Claim 6 wherein said program code for issuing an incrementally discounted price further comprises program code for performing the steps of:

issuing a question to said customer;

receiving an answer from said customer in response to said question;

10 responsive to receipt of a correct answer, offering said customer a choice to continue to play for further discounts, or otherwise, terminating play in response to an incorrect answer.

11. The computer readable medium as set forth in Claim 6 wherein said program code comprises point-of-sale terminal program code.

15 12. The computer readable medium as set forth in Claim 6 wherein said program code comprises Internet web server program code.

13 The computer readable medium as set forth in Claim 6 wherein said program code comprises telephone automated attendant program code.

20 14. A system for selling a good or service to a customer while providing entertainment to that customer, said system comprising:

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a bidding terminal for displaying information from the computer and  
receiving user input by the computer;

an offering system having a processor capable of executing program code;  
and

5           program code disposed in said offering system, said program code when  
executed by said offering system processor causing the offering system to perform  
the steps of:

          issuing to said customer at least one initial offer price having an initial  
price;

10           receiving a choice input from said customer to either purchase the product  
at the offered price or to play for a lower price and greater discount;

          responsive to receiving a choice to play for a lower price, issuing an  
incrementally discounted price until the customer chooses to purchase the product  
or until play is terminated, whichever occurs first.

15    15.    The system as set forth in Claim 14 wherein said offering system program code  
further comprises program code for allowing the customer to purchase the product  
at a full price upon termination of play.

16.   The system as set forth in Claim 14 wherein said offering system program code  
further comprises program code for randomly terminating play by use of a random  
20    number generator.

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17. The system as set forth in Claim 14 wherein said offering system program code further comprises program code for issuing incrementally discounted offer prices is adapted to randomly set each incremental discount within predetermined bounds.
- 5 18. The system set forth in Claim 14 wherein said offering system program code further comprises program code for issuing an incrementally discounted by:
- issuing a question to said customer;
- receiving an answer from said customer in response to said question;
- responsive to receipt of a correct answer, offering said customer a choice
- 10 to continue to play for further discounts, or otherwise, terminating play in response to an incorrect answer.
20. The system as set forth in Claim 14 wherein said bidding device comprises a point-of-sale terminal.
- 20 21. The system as set forth in Claim 14 wherein said bidding device comprises a web browser computer.
- 15 22. The system as set forth in Claim 14 wherein said offering system comprises a web server computer.
- 22 23. The system as set forth in Claim 14 wherein said bidding device comprises a telephone.
- 20 24. The system as set forth in Claim 14 wherein said offering system comprises an

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automated attendant program code.

25. The system as set forth in Claim 14 wherein said offering system comprises a vending machine.